

Unconference Session:
Survey Market Research Best Practices

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At the Web and New Media Conference, an "unconference" session was held on market research. GSA shared some recent survey results from Forrester, and agencies shared information about how their websites mesh with contact centers and publications.

NSF and HHS report that print is still very popular. An attendee from DOE said that studies show people read faster in print than they do online. So perhaps this drives some of the demand for print, especially when it comes to long publications.

As far as complaints about government websites, attendees said that what they hear from their customers matches GSA's survey results.

Attendees were surprised at some findings. For example, a lot of survey respondents expressed interest in participating in website user testing. However, there is often a difference between actual behavior and what people SAY they will do in surveys.